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CUSTOMER SERVICE SATISFACTION ASSESSMENT

Certified Public Manager Program

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South Carolina Department of Natural Resources

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STATE DOCUMENTS

EXCELLENT.

DEVELOPS A VALID
EVALUATION SURVEY AND
USING THE RESULTS TO
FORMULATE ACTION PLANNING.

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BACKGROUND

The Conservation Education and Communications Division of the S.C. Department of Natural Resources supports the agency's mandate to manage and protect the state's abundant natural resources through the sections of Conservation Education, News and Information, Media Affairs and Video, Magazine and Photography, and Special Publications.

CEC's responsibility (in harmony with its education role) is to provide communications expertise by producing high-quality publications, including *South Carolina Wildlife* magazine, brochures, maps, newsletters and other print media, along with news releases, videos and public service announcements for dissemination to the public.

PROBLEM STATEMENT

CEC does not presently evaluate and monitor our internal customers' satisfaction with quality, production time, cost-effectiveness, and staff interaction on services and goods provided by the division, and we need to be doing that, for accountability, effectiveness and efficiency. If they aren't satisfied, we need to know what areas need changing.

DATA COLLECTION PLAN/SUMMARY

A data collection plan was devised and followed. (Appendix 1)

The Evaluation portion of the problem was addressed through use of an e-mailed survey (Appendix 2) sent to 130 identified internal customers of CEC Division's Special Publications (Graphics), News and Information (News), Media Affairs and Video (Video), Magazine and Photography (Magazine) and Duplicating sections. The initial e-mailed survey was followed up by a second e-mailed survey to non-respondents, then by telephone reminders to those who still

did not respond (to ensure maximum return of information). A return rate of almost 75% was achieved.

Collected data was analyzed (Appendix 3), with a summary and plan of action to correct identified areas of customer dissatisfaction presented as the final project report.

The survey instrument will be made a part of the in-house production process and will serve as a monitoring tool.

ANALYSIS

Generally, the survey indicated an overall satisfaction with the customer service provided by the five sections of CEC. The “Comments” portion of the responses provided specific feedback (identifying the factors) concerning why the respondents are satisfied. It was apparent from these comments that the human element – that is, the staff that provides the services within the division, many identified by name – led to this satisfaction. Some of the typical, specific phrases used and repeated in the comments included “always helpful,” “very accommodating,” “always courteous and willing to assist,” “pleasant,” “professional, knowledgeable, positive and helpful,” “high quality,” and “extraordinary to work with.” Such positive comments appeared in connection with responses to all five sections.

The following information was noted as a result of the survey:

General

- 72% of the respondents indicated that they “strongly agreed” that “overall, I am satisfied with the service I received” from all areas within the CEC division.

- The highest satisfaction rating was noted in video with 75.6% of the respondents “strongly agreeing” with the above statement.
- The lowest satisfaction rating was also noted in video with 2.4% of the respondents “strongly disagreeing” with the above statement.

Graphics

- 81% of everyone surveyed had worked with the graphics area during fiscal year 00/01.
- “Working with graphics staff was a positive experience” was noted as the area receiving the highest approval, with 74% of the respondents indicating that they “strongly agreed” with this statement.
- This group received no responses in the “strongly disagree” category for any of the eight statements. Only 1 to 3 percent of the respondents indicated they “disagreed” that “the work was accurate and correct”; “the materials were produced in a timely manner”; and “the service was satisfying overall.”

News

- 62% of everyone surveyed had worked with news staff during fiscal year 00/01.
- “Overall, interaction with staff was positive” received the highest approval with 68% of the respondents indicating they “strongly agreed” with this statement.
- Only 2% of the respondents noted that they “strongly disagreed” with the following: “the work was completed in a timely manner”; “the material met the desired objective”; and “the service was satisfying overall.”

Video

- 44% of everyone surveyed had worked with video staff during fiscal year 00/01.
- The highest approval rating was noted in “service received from video was satisfactory overall” with 84% of the respondents “strongly agreeing” with this statement.
- Only 2% of the respondents noted that they “strongly disagreed” in two of the eight areas: “the video was completed within budget” and “interacting with staff was positive overall.”

Duplicating

- 68% of everyone surveyed had used DNR duplicating services during fiscal year 00/01.
- “Product was correct and accurate” and “Overall, interaction with staff was positive” received the highest approval rating with 75% of the respondents noting that they “strongly agreed” with these two statements.
- This group received no responses in the “strongly disagree” category for any of the eight statements. They received only one response in the “disagree” category for any of the eight statements. Five percent of the respondents indicated that they “disagreed” with the statement “Product was of a high quality.”

Magazine

- 52% of everyone surveyed had worked with *South Carolina Wildlife* magazine during fiscal year 00/01.

- “Product was of high quality” and “Overall, interaction with staff was positive” received the highest approval rating with 43% of the respondents noting they “strongly agreed” with these two statements.
- *South Carolina Wildlife* magazine received no responses in the “strongly disagree” category for any of the eight statements. Only 2% of the respondents noted they “disagreed” in the following areas: “the product was correct and accurate”; “the product suits the designated audience”; “the product met the stated objective”; and “the service received from magazine was satisfying overall.”

Specific Issues

By checking the number of respondents who indicated disagreement against the negative comments for each section, we were able to isolate some specific issues that needed addressing. (“Neutral” responses were regarded as just that: neither positive nor negative.) Although these disagree responses were few in number, the comments indicated that the concerns were of importance to survey-takers and deserved attention.

Graphics section responses included no “strongly disagree” responses and one “disagree” regarding timeliness (1.3%), one regarding production within budget (1.4%), two regarding accuracy and correctness (2.6%), and one regarding overall satisfaction (1.3%).

The point concerning timeliness is well-taken: “We all get bogged down, but if timeliness cannot be met, explanations should be offered before they have to be looked for.” This can be addressed through providing the customer feedback as the job progresses.

Comments such as “Quite often, graphics sends proofs with numerous spelling and/or grammatical errors on more than the first proof (which quite often prompts us to ask . . . Does Graphics have spell check?)” and “Proofreading is sub-par; misspellings/typos are common, even after corrections have been suggested/requested more than one time.” can be addressed by ensuring that copy provided electronically to Graphics by the customer is exactly (that is, edited and proofed by the provider) as it should appear in the publication.

News section responses included one “strongly disagree” and four “disagree” regarding timeliness (8.6%), two “disagree” regarding accuracy and correctness (3.4%), one “disagree” regarding high quality (1.8%), one “strongly disagree” and one “disagree” regarding meeting desired objective (3.4%), one “disagree” regarding overall interaction with staff (1.7%), and one “strongly disagree” and two “disagree” regarding overall satisfaction (5.1%).

Comments regarding timeliness dealt with the length of time it takes from initial contact by a customer until a news release is distributed: “tend to have to make several requests to have a news release completed, depending on who I ask.” “Projects were left undone, which caused serious public relations and participation problems.” “Deadlines are never really clear and randomly change without notice to all divisions.” The process of news-release preparation may need to be examined, with the customer being made aware up front of an estimated length of time to do any interviews, prepare copy, acquire necessary “sign-offs” (often an involved procedure), and format the final release to be sent out electronically.

Comments concerning meeting the desired objective may have related to the overall satisfaction: “would like to see articles a little more personal instead of just the facts. Also, I would like to see staff. . . contact appropriate media to get the word out.” “day-to-day media

interaction between DNR and local television and newspaper is lacking. . . . The news media does not even consider the DNR as a state Law Enforcement agency and this has infected the public with the same viewpoint.” “The Upstate of SC needs a CEC person. Columbia and Charleston both have CEC personnel. The Upstate misses out on much because no CEC personnel are in this area.” These needs may possibly be addressed by better intradepartmental communication; budget cuts that have precluded travel for assignments will have to be tolerated and other options explored.

Video section responses included two “disagree” regarding timeliness (4.9%), one “strongly disagree” and one “disagree” regarding budget (4.8%), two “disagree” regarding high quality (2.1%), one “disagree” regarding meeting desired objective (2.4%), and one “strongly disagree” and one “disagree” regarding overall interaction with staff (4.8%).

Comments for this section were few with action not likely needed: “Equipment limitations, not staff problems.” “Fees too high for other divisions and quality of videos is unequal to that which I’ve seen produced for CEC and Admin.” “They usually have the best collection of dirty jokes in the department!”

Duplicating section responses included no “strongly disagree” responses and three “disagree” regarding high quality (4.7%) only.

Comments indicated this dissatisfaction was related to limitations of equipment, not staff abilities and actions. “Should have the capabilities to photocopy reports and jobs needing less than 100 copies, with color capabilities.”

Magazine section responses included no “strongly disagree” responses and one “disagree” regarding accuracy and correctness (2.2%), one regarding suiting the designated audience (2.1%), one regarding meeting desired objective (2.1%), and one regarding overall satisfaction (2.1%).

Comments generally concerned the choice of content for the publication and should be addressed by staff doing some “PR work” to inform DNR employees of the magazine’s diverse general readership and the need to feature interesting, “popular” topics to maintain the revenue provided by a solid subscriber base. DNR staff also should understand the agreement between DNR and the State Park Service whereby funding is provided in exchange for coverage of Parks programs. “I often feel the magazine puts most of its focus on depicting the overall outdoorsy stuff for the whole state and does not necessarily devote space and resources to depicting the activities of the agency of which it is a part. Most items dealing with specific agency issues and activities wind up squeezed into a couple of paragraphs in the roundtable section. This is neither good nor bad it just represents a different philosophy between the magazine and this observer.” “*SC Wildlife* should not have featured PRT in the publication. . . In addition, *SC Wildlife* should be used as a tool to get ‘accurate’ information out to the interested public concerning the current budget plight of DNR. In addition, the publication should be used as an influencing tool for public opinion. . . the potential has never been reached.” “I would like to see more articles on wildlife conservation (i.e. how we manage for certain species, monitor, highlights of DNR research, etc.) I think all readers would be interested in learning more about what we’re doing and how we do it.”

Considering all these responses, both positive and negative, shows that management and staff are on the right track. The challenge was clearly to examine what can be done to address the relatively minor negative factors and reinforce the positive behavior that produced customer satisfaction.

IMPLEMENTATION PLAN

Action

A 30-minute meeting will be scheduled with each section's full staff. We will review the questions on the survey and share with staff the graphics on responses. Using the survey data, we will identify the strengths and weaknesses, advising of specific processes, practices, etc. that need work. (See above.) We will present each staff member with a small "pat on the back" in the form of imprinted pens.

Time/Cost

The meetings will be held on Monday, April 15, at 30-minute intervals. The only cost involved will be the amount to purchase the pens.

Potential Obstacles/Overcoming

A minimal amount of negativity among longtime staff may be encountered. (We intend to simply work around this.) Drastic cuts in budget will likely affect any solutions concerning equipment, software or hardware replacement or repair. Like all other state agencies, we must ride out this situation and realign resources to continue to provide services as we are able.

Potential Resources

With the present budget constraints, monetary/compensation rewards for doing good work are limited. Partnering for funding with other state agencies and with private businesses and industry offers an option for supplementing revenue and state appropriations sources.

Buy-in on the part of key staff, that is, supervisors and managers, to the concept of ongoing encouragement and non-monetary methods of rewarding employees is important.

Experience has shown that support and recognition provided directly to the appropriate staff by the agency's key upper management staff works wonders for morale, and this help should be enlisted.

Stakeholders/Communication

There are two categories of stakeholders: staff and customers, both those who responded to the survey and those who will be using CEC's services in the future.

The scheduled meetings will inform staff of the survey's findings. A follow-up e-mail, sent after staff meetings, to all who originally received the survey will thank them for their participation and provide an update. Results of the survey will be made available for reading, in a central location. An item will be placed in the DNR employee newsletter, the *Natural News*, informing all agency employees of the survey, recognizing the participation of many of their co-workers, and alerting them to plans to continue to monitor service.

Integration into standard operating procedures

We determined that it was feasible to survey customers on a per-job basis. The assistance of an administrative support person would be enlisted to send and collect surveys to customers of

News and Magazine sections, since the work done in these two sections often is ongoing rather than of a specific duration; Graphics, Video and Duplicating will provide their own to project requesters on completion of projects.

Returned surveys will be monitored quarterly and assessed/evaluated. Staff will be updated annually.

CONCLUSION

The highest rate of response (by division) came from within CEC, customers of ourselves. The lowest rate of response came from the division physically located out of Columbia. This is not necessarily relevant to a survey of satisfaction, but it is rather an indicator of the climate and culture of the agency.

The overall positive response to the service and work provided by CEC staff was extremely encouraging; the few specific negatives should be relatively easy to address.

APPENDICES

APPENDIX 1

Process Outline

- I. Acquire names from Graphics, News, Video, Magazine and Duplicating section supervisors.
- II. Design/devise survey instrument (by November 19, 2001)
 - A. Introduction (operational definitions)
 1. Brief. ("Customer service is of utmost importance to CEC as a support division, and we need to make sure we are meeting our internal customers' expectations and needs, because that is part of our mission: to support the DNR's education, information and outreach efforts.")
 2. Tell why person is being contacted. ("You have been selected to participate in this survey because you worked with a CEC section during FY 2000-2001 to produce information/education/outreach material.")
 3. Survey responses will be kept confidential and will be anonymous to all but the data collector.
 - B. Survey questions
 1. Number (eight)
 2. Format (Likert Scale, allowing the respondent to agree, disagree or indicate the degree of agreement on a five-point scale)
 3. Content – specifically what we want to know, in statement form
 - a. Material was produced in a timely manner.
 - b. Material was produced within budget.
 - c. Material was accurate and correct.
 - d. Material was of high quality.
 - e. Material was suitable for audience.
 - f. Material accomplished the desired objective.
 - g. Overall, the experience of interacting with division staff was positive.
 - h. Overall, I am satisfied with the service I received.
 4. Space for comments/suggestions
 5. Have an area for respondent to rank each of the sections (Graphics, News, Video, Magazine and Duplicating), using the same questions; provide option for respondent to say "no dealings with this section" and skip those questions
 - C. Incentive
 1. Encourage responses by January 2
 2. Offer \$25 gift certificate to Wildlife Shop
- III. Test survey instrument (week of November 19) – sent to 5; all responded successfully
- IV. Distribute survey via e-mail to list of 125 names collected in "I" (December 4)
 - A. Prepare questions in Word document
 - B. E-mail to respondents with instructions to open document, fill in blanks, save changes to Word document when prompted, and forward message to staff member (not "reply")
- V. Follow up (complete by February 1)
 - A. Second e-mail survey to non-respondents from "IV" (first week in January)
 - B. Telephone request to non-respondents from "V/A"
- VI. Crunch data (February 1-15)
 - A. Enter responses in SPSS data base (staff assistance)
 - B. Print out breakdown/summary of responses

VII. Analyze data (February 15-March 15)

A. Note areas of satisfaction

1. Examine processes that produce satisfaction
2. Explore ways to reinforce/reward those processes

B. Note areas of dissatisfaction

1. Examine processes that fail to produce satisfaction
2. Explore ways to improve these processes

VIII. Report/Action Plan (draft due to OHR February 28; final March 26)

A. Summarize findings from "VII"

B. State methods of reinforcing and improving processes

**SURVEY
CEC Customers**

Customer service is of utmost importance to CEC as a support division, and we need to make sure we are meeting our internal customers' expectations and needs, because that is part of our mission: to support the DNR's education, information and outreach efforts.

You have been selected to participate in this survey because you worked with one or more CEC sections during FY 2000-2001 to produce information/education/outreach material.

Survey responses will be kept confidential and will be anonymous to all but the data collector.

Return your survey by January 2, and your name will be placed in a drawing for a \$XX gift certificate that can be used in the Wildlife Shop!

Instructions:

Click Forward and address this message to Caroline Foster – do not send yet!

Open the attached Word document, locate the CEC section(s) with whom you have worked to produce materials and fill in the blanks before the statements. Use a Likert scale to indicate your degree of agreement or disagreement. (5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree.)

Repeat this for each CEC section with whom you have worked.

Close the Word document and answer Yes when prompted to indicate you want to save changes. Send the message to Caroline.

Thanks for your help!

SURVEY

Instructions:

1. Locate the CEC section(s) with whom you have worked to produce materials and fill in the blanks before the statements.
2. Use the Likert scale to indicate your degree of agreement or disagreement.
(5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree.)
3. Repeat this for each CEC section with whom you have worked.
4. Close the Word document and answer Yes when prompted to indicate you want to save changes.
5. Send the message to Caroline.



GRAPHICS

5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree

- | | |
|--|---|
| _____ a. Material was produced in a timely manner. | _____ f. Material accomplished the desired objective. |
| _____ b. Material was produced within budget. | _____ g. Overall, the experience of interacting with |
| _____ c. Material was accurate and correct. | division staff was positive. |
| _____ d. Material was of high quality. | _____ h. Overall, I am satisfied with the service I |
| _____ e. Material was suitable for audience. | received. |

Comments/suggestions.



NEWS

5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree

- | | |
|--|---|
| _____ a. Material was produced in a timely manner. | _____ f. Material accomplished the desired objective. |
| _____ b. Material was produced within budget. | _____ g. Overall, the experience of interacting with |
| _____ c. Material was accurate and correct. | division staff was positive. |
| _____ d. Material was of high quality. | _____ h. Overall, I am satisfied with the service I |
| _____ e. Material was suitable for audience. | received. |

Comments/suggestions.



VIDEO

5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree

- | | |
|--|--|
| _____ a. Material was produced in a timely manner. | _____ f. Material accomplished the desired objective. |
| _____ b. Material was produced within budget. | _____ g. Overall, the experience of interacting with |
| _____ c. Material was accurate and correct. | division staff was positive. |
| _____ d. Material was of high quality. | _____ h. Overall, I am satisfied with the service I received |
| _____ e. Material was suitable for audience. | |

Comments/suggestions.



DUPLICATING SERVICES (PRINT SHOP):

5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree

- | | |
|--|--|
| _____ a. Material was produced in a timely manner. | _____ f. Material accomplished the desired objective. |
| _____ b. Material was produced within budget. | _____ g. Overall, the experience of interacting with |
| _____ c. Material was accurate and correct. | division staff was positive. |
| _____ d. Material was of high quality. | _____ h. Overall, I am satisfied with the service I received |
| _____ e. Material was suitable for audience. | |

Comments/suggestions.



MAGAZINE:

5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree

- | | |
|--|--|
| _____ a. Material was produced in a timely manner. | _____ f. Material accomplished the desired objective. |
| _____ b. Material was produced within budget. | _____ g. Overall, the experience of interacting with |
| _____ c. Material was accurate and correct. | division staff was positive. |
| _____ d. Material was of high quality. | _____ h. Overall, I am satisfied with the service I received |
| _____ e. Material was suitable for audience. | |

Comments/suggestions.

APPENDIX 3

Division of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ADM	9	9.4	9.5	9.5
	CEC	16	16.7	16.8	26.3
	EXE	8	8.3	8.4	34.7
	LE	12	12.5	12.6	47.4
	LWC	9	9.4	9.5	56.8
	MRD	5	5.2	5.3	62.1
	WFF	36	37.5	37.9	100.0
	Total	95	99.0	100.0	
Missing		1	1.0		
Total		96	100.0		

Worked with graphics section

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	80.2	81.1	81.1
	No	17	17.7	17.9	98.9
	employee	1	1.0	1.1	100.0
	Total	95	99.0	100.0	
Missing		1	1.0		
Total		96	100.0		

Graphics materials produced in a timely manner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1.0	1.3	1.3
	Neutral	1	1.0	1.3	2.6
	Agree	29	30.2	37.7	40.3
	Strongly agree	46	47.9	59.7	100.0
	Total	77	80.2	100.0	
Missing		19	19.8		
Total		96	100.0		

Graphics work produced within budget

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1.0	1.4	1.4
	neutral	7	7.3	9.7	11.1
	agree	17	17.7	23.6	34.7
	strongly agree	47	49.0	65.3	100.0
	Total	72	75.0	100.0	
Missing		24	25.0		
Total		96	100.0		

Graphics work accurate and correct

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	2	2.1	2.6	2.6
neutral	4	4.2	5.2	7.8
agree	21	21.9	27.3	35.1
strongly agree	50	52.1	64.9	100.0
Total	77	80.2	100.0	
Missing	19	19.8		
Total	96	100.0		

Graphics work of high quality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	2.1	2.6	2.6
4	23	24.0	29.9	32.5
5	52	54.2	67.5	100.0
Total	77	80.2	100.0	
Missing	19	19.8		
Total	96	100.0		

Graphics work suitable for audience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	3	3.1	4.0	4.0
agree	17	17.7	22.7	26.7
strongly agree	55	57.3	73.3	100.0
Total	75	78.1	100.0	
Missing	21	21.9		
Total	96	100.0		

Graphics work meets objective

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	3	3.1	3.9	3.9
agree	20	20.8	26.3	30.3
strongly agree	53	55.2	69.7	100.0
Total	76	79.2	100.0	
Missing	20	20.8		
Total	96	100.0		

Working with graphics staff was positive experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	4	4.2	5.2	5.2
agree	12	12.5	15.6	20.8
strongly agree	61	63.5	79.2	100.0
Total	77	80.2	100.0	
Missing	19	19.8		
Total	96	100.0		

Service received from Graphics was satisfying overall

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	1.0	1.3	1.3
neutral	4	4.2	5.3	6.6
agree	15	15.6	19.7	26.3
strongly agree	56	58.3	73.7	100.0
Total	76	79.2	100.0	
Missing	20	20.8		
Total	96	100.0		

Worked with news staff

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	59	61.5	62.1	62.1
no	34	35.4	35.8	97.9
employee	2	2.1	2.1	100.0
Total	95	99.0	100.0	
Missing	1	1.0		
Total	96	100.0		

News product received in a timely fashion

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	1.0	1.7	1.7
disagree	4	4.2	6.9	8.6
neutral	6	6.3	10.3	19.0
agree	13	13.5	22.4	41.4
strongly agree	34	35.4	58.6	100.0
Total	58	60.4	100.0	
Missing	38	39.6		
Total	96	100.0		

News material produced within budget

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	7	7.3	14.3	14.3
agree	12	12.5	24.5	38.8
strongly agree	30	31.3	61.2	100.0
Total	49	51.0	100.0	
Missing	47	49.0		
Total	96	100.0		

News material was accurate and correct

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	2	2.1	3.4	3.4
neutral	3	3.1	5.2	8.6
agree	23	24.0	39.7	48.3
strongly agree	30	31.3	51.7	100.0
Total	58	60.4	100.0	
Missing	38	39.6		
Total	96	100.0		

News material was high quality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	1.0	1.8	1.8
neutral	9	9.4	15.8	17.5
agree	15	15.6	26.3	43.9
strongly agree	32	33.3	56.1	100.0
Total	57	59.4	100.0	
Missing	39	40.6		
Total	96	100.0		

News material was suitable for audience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	4	4.2	6.9	6.9
agree	17	17.7	29.3	36.2
strongly agree	37	38.5	63.8	100.0
Total	58	60.4	100.0	
Missing	38	39.6		
Total	96	100.0		

News material met desired objective

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	1.0	1.7	1.7
disagree	1	1.0	1.7	3.4
neutral	5	5.2	8.6	12.1
agree	21	21.9	36.2	48.3
strongly agree	30	31.3	51.7	100.0
Total	58	60.4	100.0	
Missing	38	39.6		
Total	96	100.0		

Overall, interaction with news staff was positive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	1.0	1.7	1.7
neutral	4	4.2	6.8	8.5
agree	14	14.6	23.7	32.2
strongly agree	40	41.7	67.8	100.0
Total	59	61.5	100.0	
Missing	37	38.5		
Total	96	100.0		

Service received from News was satisfying overall

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	1.0	1.7	1.7
disagree	2	2.1	3.4	5.1
neutral	3	3.1	5.1	10.2
agree	16	16.7	27.1	37.3
strongly agree	37	38.5	62.7	100.0
Total	59	61.5	100.0	
Missing	37	38.5		
Total	96	100.0		

Worked with video staff

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	42	43.8	44.2	44.2
no	53	55.2	55.8	100.0
Total	95	99.0	100.0	
Missing	1	1.0		
Total	96	100.0		

Video product received in a timely fashion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	2.1	4.9	4.9
	neutral	2	2.1	4.9	9.8
	agree	10	10.4	24.4	34.1
	strongly agree	27	28.1	65.9	100.0
	Total	41	42.7	100.0	
Missing		55	57.3		
Total		96	100.0		

Video was completed within budget

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.0	2.4	2.4
	disagree	1	1.0	2.4	4.9
	neutral	4	4.2	9.8	14.6
	agree	7	7.3	17.1	31.7
	strongly agree	28	29.2	68.3	100.0
	Total	41	42.7	100.0	
Missing		55	57.3		
Total		96	100.0		

Video was correct and accurate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	9	9.4	22.0	22.0
	strongly agree	32	33.3	78.0	100.0
	Total	41	42.7	100.0	
Missing		55	57.3		
Total		96	100.0		

Video was of high quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	2.1	4.9	4.9
	agree	5	5.2	12.2	17.1
	strongly agree	34	35.4	82.9	100.0
	Total	41	42.7	100.0	
Missing		55	57.3		
Total		96	100.0		

Video suits the designated audience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid agree	8	8.3	19.5	19.5
strongly agree	33	34.4	80.5	100.0
Total	41	42.7	100.0	
Missing	55	57.3		
Total	96	100.0		

Video met stated objectives

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	1.0	2.4	2.4
neutral	1	1.0	2.4	4.9
agree	7	7.3	17.1	22.0
strongly agree	32	33.3	78.0	100.0
Total	41	42.7	100.0	
Missing	55	57.3		
Total	96	100.0		

Overall, interaction with video staff was positive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid agree	7	7.3	16.3	16.3
strongly agree	36	37.5	83.7	100.0
Total	43	44.8	100.0	
Missing	53	55.2		
Total	96	100.0		

Service received from video was satisfying overall

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	1.0	2.4	2.4
disagree	1	1.0	2.4	4.9
agree	8	8.3	19.5	24.4
strongly agree	31	32.3	75.6	100.0
Total	41	42.7	100.0	
Missing	55	57.3		
Total	96	100.0		

Worked with magazine staff to produce materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	49	51.0	51.6	51.6
	no	46	47.9	48.4	100.0
	Total	95	99.0	100.0	
Missing		1	1.0		
Total		96	100.0		

Magazine product was completed in a timely fashion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	2	2.1	4.3	4.3
	agree	11	11.5	23.9	28.3
	strongly agree	33	34.4	71.7	100.0
	Total	46	47.9	100.0	
Missing		50	52.1		
Total		96	100.0		

Magazine product was completed within budget

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	7	7.3	16.7	16.7
	agree	7	7.3	16.7	33.3
	strongly agree	28	29.2	66.7	100.0
	Total	42	43.8	100.0	
Missing		54	56.3		
Total		96	100.0		

Magazine product was correct and accurate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1.0	2.2	2.2
	neutral	2	2.1	4.4	6.7
	agree	11	11.5	24.4	31.1
	strongly agree	31	32.3	68.9	100.0
	Total	45	46.9	100.0	
Missing		51	53.1		
Total		96	100.0		

Magazine product was of high quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	2	2.1	4.3	4.3
	agree	4	4.2	8.5	12.8
	strongly agree	41	42.7	87.2	100.0
	Total	47	49.0	100.0	
Missing		49	51.0		
Total		96	100.0		

Magazine product suits the designated audience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1.0	2.1	2.1
	neutral	2	2.1	4.3	6.4
	agree	10	10.4	21.3	27.7
	strongly agree	34	35.4	72.3	100.0
	Total	47	49.0	100.0	
Missing		49	51.0		
Total		96	100.0		

Magazine product met stated objectives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1.0	2.1	2.1
	neutral	5	5.2	10.4	12.5
	agree	8	8.3	16.7	29.2
	strongly agree	34	35.4	70.8	100.0
	Total	48	50.0	100.0	
Missing		48	50.0		
Total		96	100.0		

Overall, interaction with magazine staff was positive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	1	1.0	2.0	2.0
	agree	7	7.3	14.3	16.3
	strongly agree	41	42.7	83.7	100.0
	Total	49	51.0	100.0	
Missing		47	49.0		
Total		96	100.0		

Service received from magazine was satisfying overall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1.0	2.1	2.1
	neutral	1	1.0	2.1	4.2
	agree	10	10.4	20.8	25.0
	strongly agree	36	37.5	75.0	100.0
	Total	48	50.0	100.0	
Missing		48	50.0		
Total		96	100.0		

Worked with duplicating staff to produce a product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	64	66.7	67.4	67.4
	no	31	32.3	32.6	100.0
	Total	95	99.0	100.0	
Missing		1	1.0		
Total		96	100.0		

Duplicating product was completed in a timely fashion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	17	17.7	26.6	26.6
	strongly agree	47	49.0	73.4	100.0
	Total	64	66.7	100.0	
Missing		32	33.3		
Total		96	100.0		

Duplicating product was completed within budget

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	4	4.2	6.5	6.5
	agree	14	14.6	22.6	29.0
	strongly agree	44	45.8	71.0	100.0
	Total	62	64.6	100.0	
Missing		34	35.4		
Total		96	100.0		

Duplicating product was correct and accurate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	16	16.7	25.0	25.0
	strongly agree	48	50.0	75.0	100.0
	Total	64	66.7	100.0	
Missing		32	33.3		
Total		96	100.0		

Duplicating product was of high quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	3	3.1	4.7	4.7
	neutral	4	4.2	6.3	10.9
	agree	19	19.8	29.7	40.6
	strongly agree	38	39.6	59.4	100.0
	Total	64	66.7	100.0	
Missing		32	33.3		
Total		96	100.0		

Duplicating product suits the designated audience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	5	5.2	7.9	7.9
	agree	19	19.8	30.2	38.1
	strongly agree	39	40.6	61.9	100.0
	Total	63	65.6	100.0	
Missing		33	34.4		
Total		96	100.0		

Duplicating product met stated objectives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	1	1.0	1.6	1.6
	agree	22	22.9	34.4	35.9
	strongly agree	41	42.7	64.1	100.0
	Total	64	66.7	100.0	
Missing		32	33.3		
Total		96	100.0		

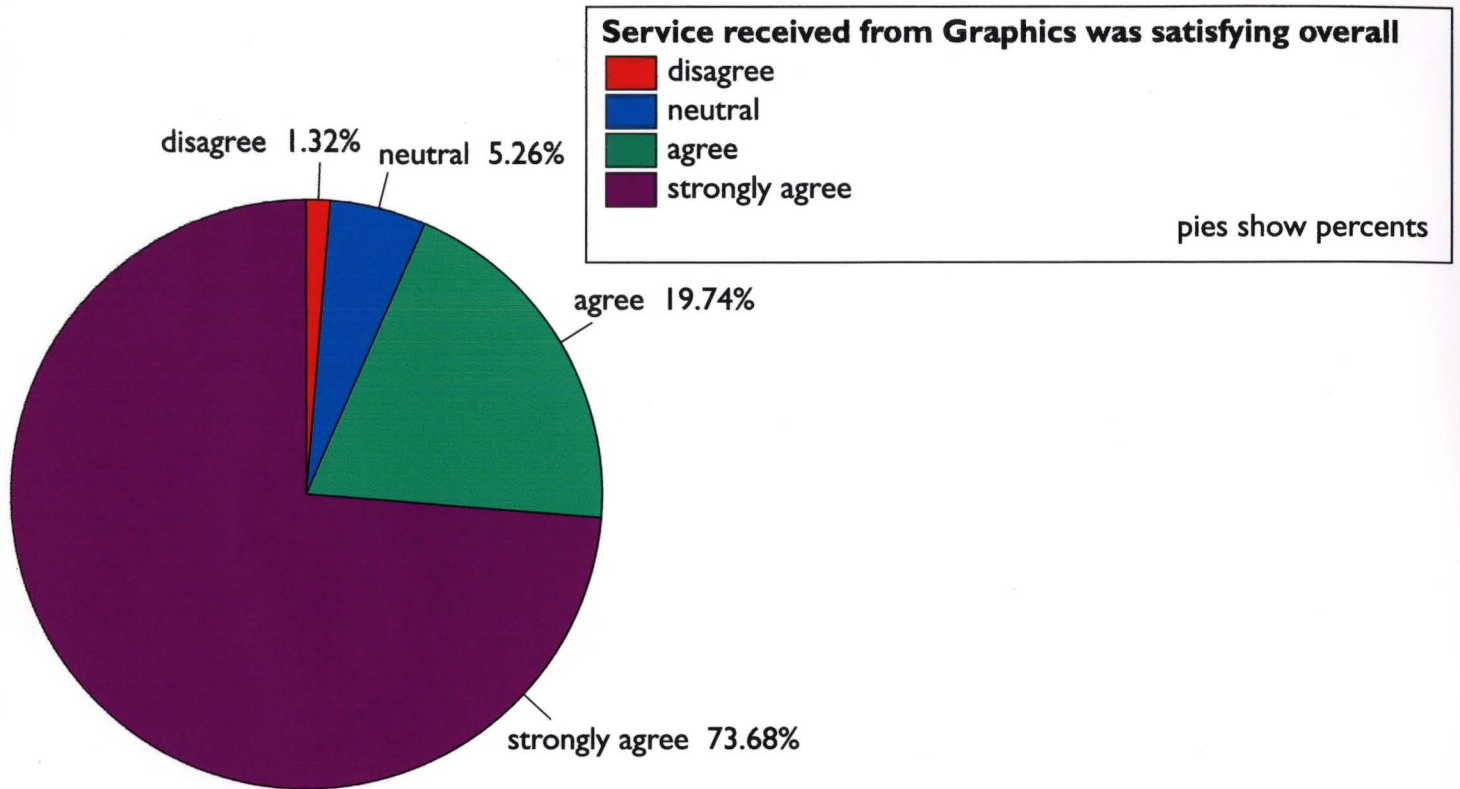
Overall, interaction with duplicating staff was positive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	16	16.7	25.0	25.0
	strongly agree	48	50.0	75.0	100.0
	Total	64	66.7	100.0	
Missing		32	33.3		
Total		96	100.0		

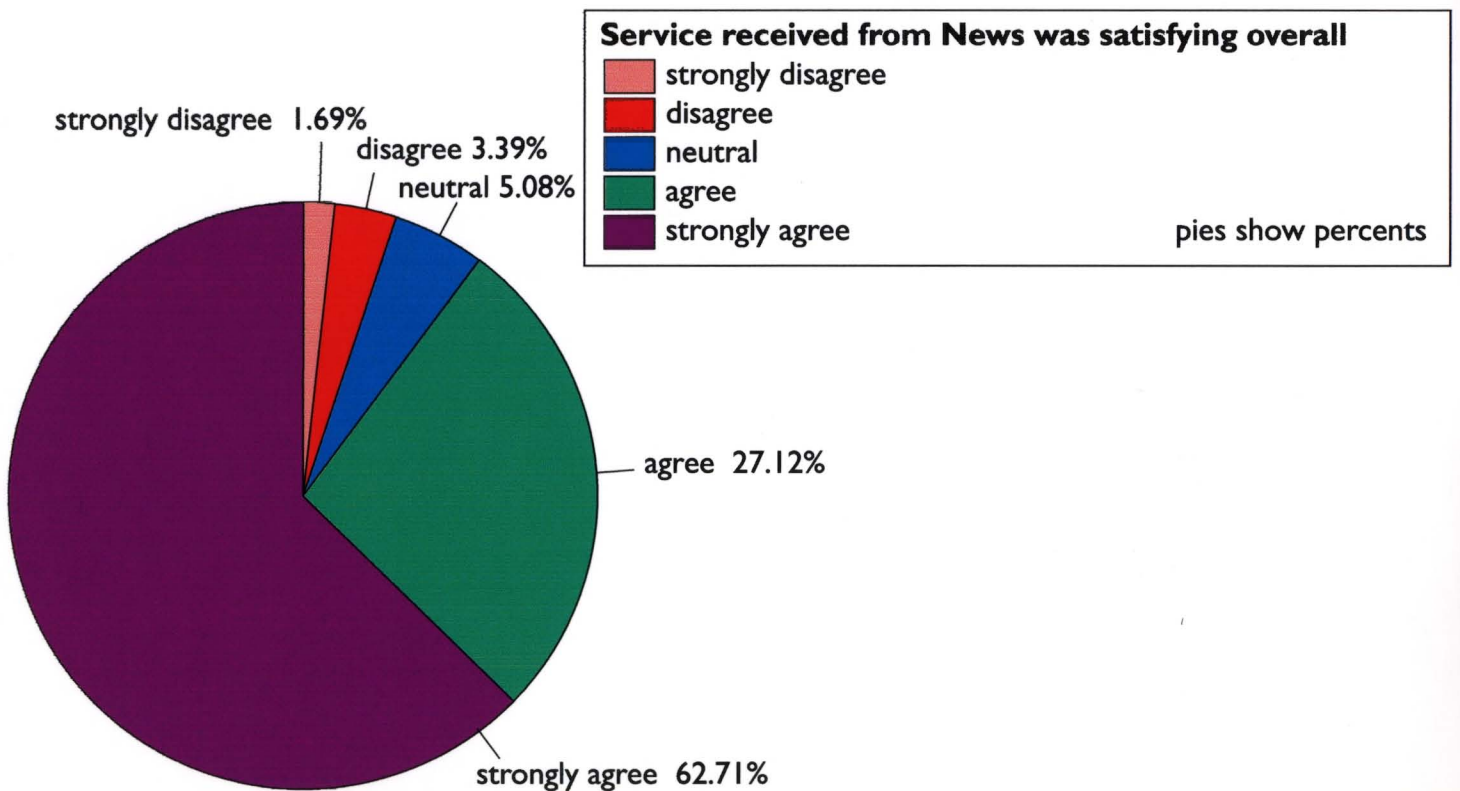
Service received from duplicating was satisfying overall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	18	18.8	28.6	28.6
	strongly agree	45	46.9	71.4	100.0
	Total	63	65.6	100.0	
Missing		33	34.4		
Total		96	100.0		

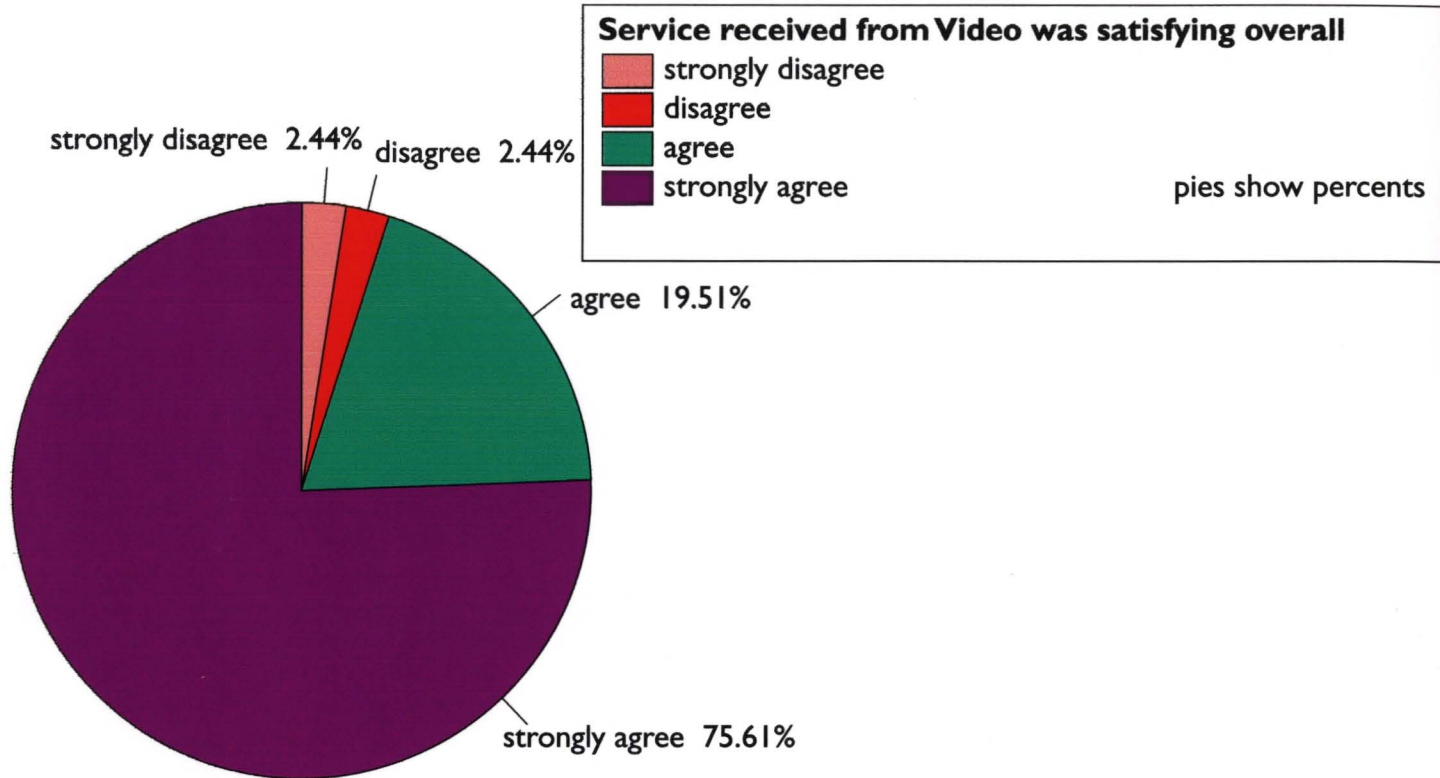
Overall Satisfaction Graphics



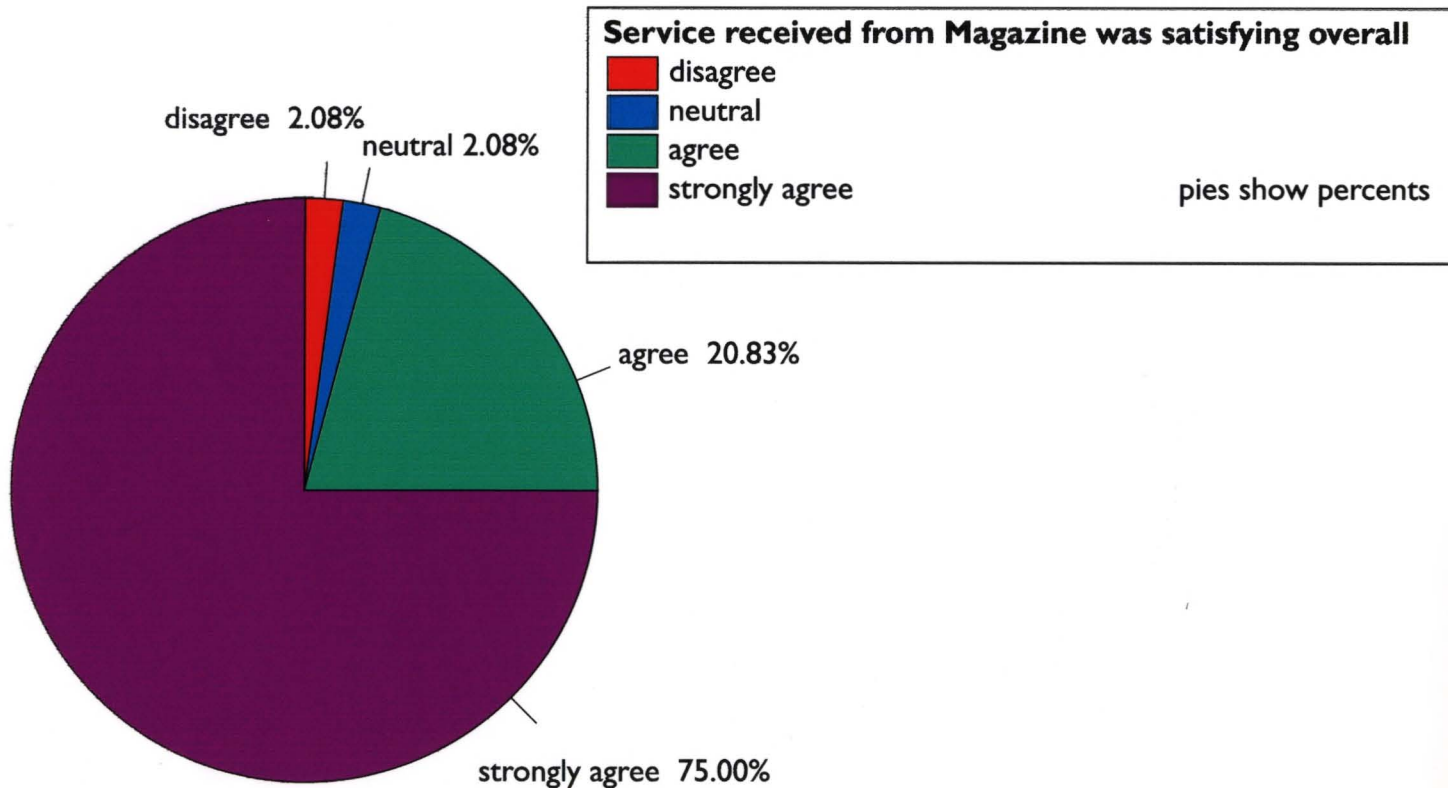
Overall Satisfaction News



Overall Satisfaction Video



Overall Satisfaction Magazine



Overall Satisfaction Duplicating

Service received from Duplicating was satisfying overall

agree
strongly agree

pies show percents

